LEO BURNETT U.S.A.
AD# FSI 104-C4 REQ# M19825 "20 BUCKS OF FLAVOR" PAGE 4/C (8"X10-13/16") PRODUCT MOVERS, 1990
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Full rich flavor, not full price.

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Kings Lights: 11 mg "tar," 0.7 mg nicotine – Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Source: https://www.industrydocuments.ucsf.edu/docs/zqkn0003